



Media Accreditation Guidelines

The World Water Week media team reserves the right to accept or reject any request for media credentials, and will base such determination on the following criteria.

Accredited media are defined as: working journalists, who are on assignment for a specific media outlet meeting the requirements defined within any of the following categories:

Print media: must submit one by-lined article published within the past month.

Radio and TV media: must submit one recent published report. Media support staff, such as camera operators, sound, engineers, producers, and technicians can submit the work of the reporter to which they contributed their services to support their accreditation request.

Photographers and photo journalists: must submit original tear sheets or photos with credits of the issuing organization as published, or a link to a recently published photo story.

Online media: (Subject to all other criteria, online media may include news outlets, blogs, vlogs and others) must meet the following requirements, in addition to those above:

- The website must belong to a recognized media organization and have a specific, verifiable street address and a telephone number.
- The website must have at least 60% original news content or commentary or analysis, including coverage of international or World Water Week related issues.
- Media representatives are required to submit one by-lined articles within the past month that were posted on the website.
- The website must be updated at a minimum of three times a week.

Freelance journalists: including freelance photographers, must provide clear documentation that they are on assignment from a specific news organization or publication. A valid assignment letter from that news organization, or publication, is required.

Independent broadcast or film production companies: must provide a letter from a broadcast organization or film distributor which has committed to air or distribute the work. The project should be World Water Week related.